



CITY OF HAYWARD AGENDAREPORT

AGENDA DATE 10-6-98
AGENDA ITEM 7
WORK SESSION ITEM

To: Mayor and City Council

From: City Manager

Subject: **PROCESS FOR PROVIDING PUBLIC ART AT NEW PARKING GARAGE
STRUCTURE UNDER CONSTRUCTION ACROSS FROM THE CIVIC
CENTER**

RECOMMENDATION:

It is recommended that the City Council approve the process described in this report to provide for the creation and installation of public art at the new parking garage structure under construction across from the Civic Center.

BACKGROUND/DISCUSSION :

On May 5, 1998, Council approved a design for the new garage/retail mixed-use structure located on Watkins Street and Mission Boulevard, across from the Civic Center. The design of the garage structure included the opportunity for placement of suitable public art on two shear walls of the structure. The shear walls are located mid-garage facing Watkins Street and Mission Boulevard. Each wall is approximately 62 feet in width and 15 feet in height. Included in the Council approval was that a non-binding art competition be undertaken to provide public art on the shear walls.

In an effort to begin identifying what a public arts selection process for the two garage shear walls might look like, staff reviewed the **Public Arts Reference Manual** from the California Arts Council. Staff also sought consultation from the directors of the Hayward Arts Council and Sun Gallery.

The following process is the result of staffs research and consultation on this matter. The process would include, but not be limited to the following key elements:

- City Council appoint an Arts Ad Hoc Committee. This Committee would consist of the mayor and each council member appointing one (1) member for a total Committee of seven (7) members;
- an arts budget allowance would be advisable to cover the entire art selection effort, including, models (mock-up), creation and installation of the selected art **work(s)** for the two walls. Based on review of the garage budget, along with consultation from the Arts Council and Sun Gallery, an allowance of \$40,000 should be sufficient;

- the Committee would develop a criteria for submission requirements and an evaluation process;
- a request for proposals (**RFP**) would be circulated throughout the “greater Hayward” arts community;
- the Committee would narrow submissions to 3 to 6 finalists, depending upon whether the submission is for one or both shear walls on the garage. In the selection of the finalists, the Committee would have made the determination that any of the finalist submissions would be suitable for creation and installation on the garage structure;
- each finalist would be provided a stipend (estimated between \$500 to \$1,000) to develop a model (or a mock-up) of their proposal to provide greater visual clarity for the Committee; and, that would be suitable for public display;
- the finalists models would be displayed at City Hall for a predetermined period of time, for public review and comment;
- the Council would be provided with the results of the public review and comment process, along with final input from the Committee;
- the Council, at it’s discretion, could select the final submission(s) to be installed on the walls; and finally,
- there would be a community-wide dedication ceremony commemorating the installation of the art.

The Ad Hoc Committee’s role in reviewing all submissions would be to:

- ensure that the City develops a list of finalists whose submissions would contribute to the City’s prestige, civic pride and community identity, and would be a high quality artistic statement that would enliven the public space;
- that the proposals are appropriate for the physical and social environment for which it is intended;
- that the submissions are of good quality and have reasonable maintenance requirements; and
- that the submissions could be created and fully installed within the allocated budget.

It is anticipated that a time frame for this effort would be about eight (8) months. This would provide for the dedication of the new artwork in the fall of 1999. In the interim, staff will maintain the shear walls in a manner consistent with the remainder of the garage. This will include painting the walls and incorporating low level planting material in front of the walls that could be removed, or would be compatible with or incorporated into a final public art installation on the shear walls.

On September 21, 1998, this item **was reviewed** with the Council Downtown Committee (CDC). During the discussion, two issues surfaced: the composition of the Arts Ad-hoc Committee and voting by residents to determine the final art to be installed.

With respect to the composition the committee, the CDC felt that the committee should be limited to 7 (seven) as recommended by **Staff**; however, that the committee should have representation from **two** categories, 1) **artists** (or "the arts community,) and 2) general. One way to handle this would be to have each council member indicate if their appointment would be an artist (or arts community type) or a resident. This may help the Council achieve representation from each category.

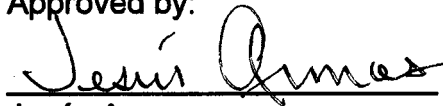
The notion of enabling votes to be cast to determine the art work to be selected was raised. After discussion, the CDC did not include a voting provision in its action. Although no votes would be solicited, the Council will have the benefit of the public's comments as described above.

Prepared by:



Gordon R. Anderson
Assistant City Manager

Approved by:



Jesús Armas
City Manager